WORLD'S CHAMPIONSHIP RODEO



DIRECTED
BY
TEX AUSTIN

at the

White City, London

JUNE 9th - JULY 6th, 1934

DAILY at 3 p.m.

and on

MONDAYS,
WEDNESDAYS
and FRIDAYS
at 8.30 p.m.





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pete Knight
CANada
contest

125-

FOREWORD

YOU are about to witness contests which thrill. Please bear in mind that they are real contests, not staged exhibitions. Life and limb are constantly risked in this rivalry. Peril is part of a cowboy's daily life, and in the Rodeo that danger reaches its thrilling pinnacle. Yet the cowboy does not come here to parade his daredevil nerve, but to prove his skill.

By using this programme you can appreciate the contests more fully. Every event is governed by Western sports rules, devised by Tex Austin, managing director of the Rodeo.



Every cowboy and cowgirl appearing here is a contestant who is here at his or her own expense. Each paid an entry fee. Each must comply with Western sports rules in order to qualify for any of the prizes totalling £10,000 offered at this Rodeo.

These cowboys and cowgirls are competing for world's championship titles and trophies, all described in this programme. Contest conditions have been revised this year to assure the greatest competition.

With regard to the Horses and Cattle, a special type are needed to test the skill of the contestants in the various events.

The Management has secured the best of the noted outlaw bucking horses used last year at the Calgary Stampede Rodeo as well as one hundred and fifty head of range raised cattle and sixty head of range raised horses, from the foothills of Alberta, Canada, together with the best of the horses used at the largest contests in the United States.

Shipping, in all, some four hundred head of life-stock half-way round the world to give the people of England the real thing, and as the success of the whole contest depends upon this stock it is extremely foolish to suppose that the Management would knowingly permit any contestant to abuse them even if they should so desire. It would be like the owner of a great race horse allowing the jockey to injure the animal and possibly make him unfit for the next race. However, the contestants have no desire to maltreat any of the stock nor any reason for doing so. They are competitors for large purses under a hard set of rules, in competitions against each other in which the stock is used ; NOT competitions between themselves and the animals. Also they have greater regard for horses than is found in most sports. They and their horses are really partners, for the horse is 70% of the game.

The Rodeo

(pronounced Ro-day-o)

RODEO is a Spanish word and means " round-up " of cattle on the open range. Throughout the ranches of Canada and the United States the round-up is a semi-annual event. The various cattle-raising outfits send their cow-hands out to round up the cattle which have been running wild on the ranges. Each outfit separates its own livestock, brands the calves and cuts out the marketable animals for shipment.

The highest of cowboy skill is required for the round-ups. With the cowboys getting together twice a year for this work they became friendly, needed diversion and amusement because they were miles from cities and thus the Rodeo had its origin. The contests between the cowboys and cowgirls were turned to. Cowboys practised fancy roping. Cowgirls rode bronks and got much pleasure out of trick riding.

As time went on cities learned of the cowboys' contests. Then came the public Rodeo. Rules were adopted and contests were held to decide the champions who could ride and rope best. Roping was naturally included in the events because the work on a ranch requires the use of lariats. Riding of course was featured because of the severe riding tests that face a cowboy if he is to carry out the necessary ranch work.



Tex Austin, rancher of Las Vegas, New Mexico, who is directing this World Championship Rodeo in London has done more than any other man to develop these Western sports contests and to see that they are offered with the strictest rules prevailing.

Tex Austin's Rodeos always are held on an international basis with any contestant being permitted to enter. He has held the world's largest Rodeos, one of which was presented to London ten years ago. In 1924 Tex Austin in association with Charles B. Cochran directed the first International Championship Rodeo in this country at the British Empire Exhibiton at Wembley. About a million spectators saw the contests, the greatest number of persons that have attended any sporting event in the history of the world. The Rodeo proved to be the greatest attraction at the exhibition.

It should be emphasized that the World's Championship Rodeo is neither a "circus" nor a "show." It is strictly a sporting event, calling for strict rules, for judges to enforce them, and for every contestant to be classed as a "top hand" in the event he enters.

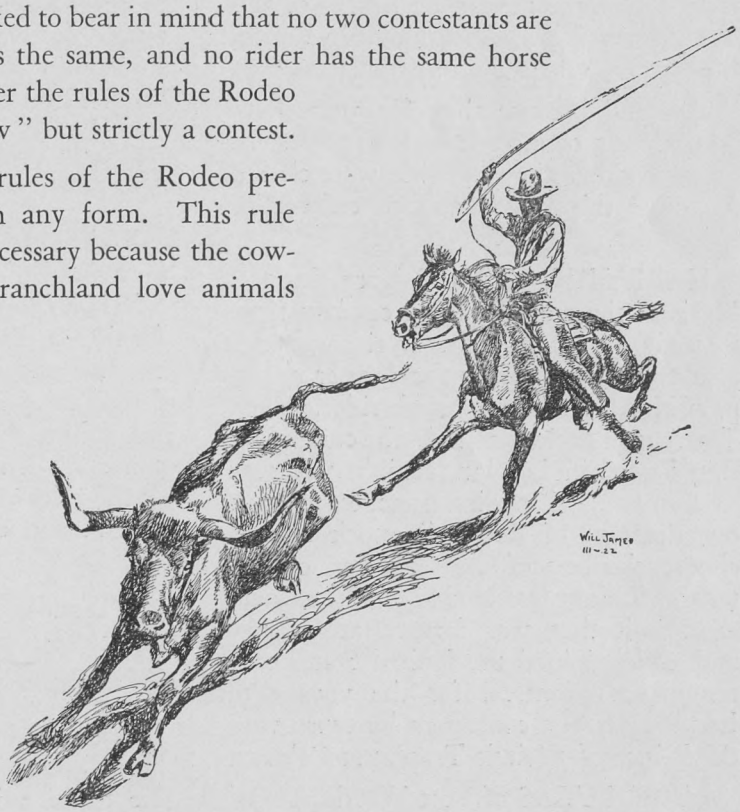
In Canada and the United States the popularity of the Rodeo is growing fast. Several large cities of the United States have planned their annual Rodeos only in the last few years. Capacity houses are usually present to see the events in which the skill and ability of the cowgirls and cowboys are given such rigid tests.

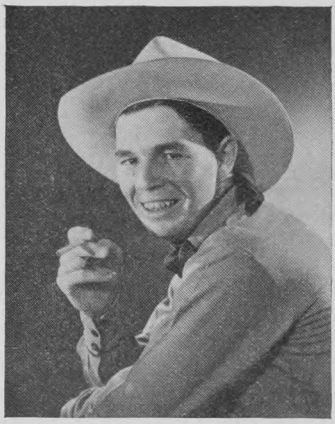
Tex Austin originated the rules of the Rodeo which are closely followed at practically all of the large Western sport contests of the world. A number of years ago when some thought that the Rodeo would not be successful in New York and Chicago, Tex Austin pioneered the game and his contests won much praise wherever seen in the great cities of his country.

Before leaving the United States Tex Austin received letters from the Governor of Texas, Mrs. Miriam Ferguson, state and federal prosecuting attorneys, Lieutenant-Governor Edgar Witt of Texas and numerous other persons which stated that reports that there were laws against the Rodeo in the United States were erroneous ; that the Rodeos as produced by Tex Austin were clean, wholesome sports and that Tex Austin was to be congratulated upon taking the Western sports contests to Europe.

The spectators are asked to bear in mind that no two contestants are alike. No horse ever bucks the same, and no rider has the same horse twice. This is because under the rules of the Rodeo it is not a "Wild West show" but strictly a contest.

One of the most severe rules of the Rodeo prevents cruelty to animals in any form. This rule however, is probably not necessary because the cowboys and cowgirls of the ranchland love animals and are their best friends.





HARRY KNIGHT



BUCK LUCAS



HUGH STRICKLAND

RODEO JUDGES

PLACING the big cash prizes and deciding who are to be the champions of the world is the task that rests with three men—the Judges of this Tex Austin World Championship Rodeo.

Because of their close knowledge of the Rodeo and because they for years have been closely connected with the Western Sports contests the following were chosen to judge this Rodeo and to enforce its strict rules.

HARRY KNIGHT of Calgary, Canada. He is of the real Canadian cowboy type. Reared on a ranch, he began riding horses as a youngster. He is the former champion North American bronk rider. When Tex Austin decided to hold the championship Rodeo in London, Knight was sent to numerous Canadian ranches to pick out the best of Rodeo livestock and to choose the best of the Canadian contestants. Knight was in charge of the Canadian unit that was formed at Calgary and which joined the United States contestants at Montreal for the voyage to London. As a contestant he twice won the Prince of Wales's Trophy at Calgary.

BUCK LUCAS of Fort Worth, Texas. When Tex Austin presented the World Championship Rodeo in London ten years ago, Lucas was a contestant who won the championship in steer wrestling. For more than fifteen years Lucas has contested or been closely connected with Rodeos in some capacity. He owns a small Texas ranch where he and his wife, Tad Lucas, well-known cowgirl contestant, ride horses daily.

Rodeos of Canada and the United States for a number of years have known HUGH STRICKLAND of Los Angeles, California, as a successful contender for trophies and cash prizes offered. He was forced to give up contesting because of a leg injury received in a Western sports contest. But because of his knowledge of the rules of the Western sports contests, Tex Austin engaged his services.

Spectators are reminded that every event presented here is a contest with the exception of the presentation of Silver Cloud, the fun-making of the clown, Homer Holcomb, and the sensational horse jumping act. These three features are to be enjoyed between the thrilling events of the Rodeo.

GENERAL RULES FOR CONTESTANTS

As the entries in this contest include the present champions, including the American Champions, the North American Champion, the Canadian Champion, who is also the holder of the Prince of Wales's Trophy, the all-round champion together with the winners of first, second or third at the annual recognized rodeos of Canada and the United States, and as the purses here are the largest paid anywhere in the world for cowboy and cowgirl sports, THEREFORE—

The winners of this contest shall be declared the undisputed International Champions.

The Management reserves the right to refuse the entry of any contestant who has violated the general rules, who has been dishonest in the competitions, or has proved to be an undesirable character at any recognized cowboy contest.

The Management assumes no responsibility for accidents or injury to contestants, and each participant by the rules of entry or participation waives all claims against the Management for any injuries that may sustain.

The decision of the judges shall be final and any contestant disputing same will be disqualified from further participation in any and all events.

These rules may be changed or added to if the judges or management consider conditions necessary, and their decision will be final.

The Management reserves the right to withdraw any contestant's name and entry for any of the following reasons, to wit:—

Being under the influence of intoxicants, or drinking intoxicants on the rodeo premises.

Rowdyism.

Quarrelling with judges or officials.

Abusing stock.

Failing to give assistance when requested by arena director to do so.

Not being ready for events when called.

Any contestant withdrawing from any event in which he is entered or refusing to ride, rope or display skill when called upon, will be disqualified in all events in which he is entered.

An identification number will be issued to each contestant. This number MUST be worn on the back in a manner visible to the audience and judges at all times, while in the Arena. Special attention is called to the fact that any contestant failing to display properly his or her identification number will be fined ten points in the riding events and ten seconds in the time events.

There will be absolutely no substituting at this contest.

No contestant will be allowed to withdraw from any event unless disabled, and must furnish a certificate from the Official Physician of the Rodeo.

This contest is open to the world.

There must be at least one more entry in each event than there are monies to constitute a contest.



ANY CONTESTANT WHO MALTREATS OR IN ANY WAY ENACTS CRUELTY TO ANY ANIMAL, AUTOMATICALLY DISQUALIFIES HIMSELF IN ALL EVENTS, AND FORFEITS ANY MONEY DUE HIM. THE MANAGEMENT POSITIVELY WILL NOT PERMIT CRUELTY OF ANY NATURE TO ANY ANIMALS. IT IS THE JUDGES' DUTY TO ENFORCE THIS RULE.



COWBOYS' BRONK RIDING CONTEST



For Championship of the World

Purse £1,800 - Entrance Fee £5

16 Day Monies: First, £30. Second, £20. Third, £15. Fourth, £10. Fifth, £5.

For the highest total markings on all mounts: First, £200 and the World's Championship Title and Trophy. Second, £160. Third, £100. Fourth £60.

CONDITIONS

The judges will draw mounts for riders daily. Riders must ride as often as judges may require.

No horse shall be drawn by same rider twice.

Any rider turning down horse, or refusing to ride when called upon, shall be disqualified.

The Management will furnish a saddle judge who will pass on all equipment and saddling of every horse before leaving chute.

Rider will be disqualified on judges' decision if rider has purposely cheated the horse to keep him from doing his best. Riding to be done with plain halter and one rein, which shall be furnished by the Management. No knots or wraps around the hand. Pulling horse's head shall be counted against rider. Rider must leave starting place with both feet in stirrups, with toes turned out and both heels against horse's shoulder, or ahead of front girth and must move feet forward and back along sides of horse till sound of whistle. Rider must ride with one hand free and not change hands on rein.

Should rider ride according to rules and horse fails to buck, he shall be given another horse.

Any of the following offences disqualify rider:

Losing stirrup.

Changing hands on rein or losing rein.

Being bucked off.

Coasting with feet against horse's shoulder.

Wrapping reins around hand.

Pulling leather.

Hitting horse with hat or hand.

Cutting, defacing or tampering with saddles and equipment.

Not being ready when called upon to ride.

Ten seconds shall be considered a ride.

It is possible that no rider may do all these things, but the rider conforming closest to all conditions will receive the highest score.

The contestant is required only to stay with his mount a short time, because a bronk puts all he has into the first 30 or 40 seconds of bucking, when he has to pause for breath. Judges recognise when this first burst of fury is expended, and they then signal that the time has expired. If the rider keeps his saddle until the whistle signal, he has " made his ride." Don't mistake that a bronk stops bucking at a whistle signal. Merely the judges have anticipated the ending of his best bucking efforts.



BRONK RIDING



Bronk riding with saddle is the apex of cowboy sport. Each contestant risks life or limb when he tops one of these man-hating outlaw horses. The cowboys are governed by rigid rules, while the bronks can—and do—use any savage, vicious move to buck off or otherwise defeat the riders.

These are not trick buckers. They are outlaw horses which have fought being ridden ever since they were first captured. They have been bucking men off for years and know every trick. These bronks have been gathered from the worst buckers in the West. Yet any top hand contestant could stick on any bucker if he hooked his spurs beneath the animal. That is not permitted. Each contestant must make his ride in conformity with rules.

Each man draws his horse for each contest by lot, so as to prevent getting a mount with whose tricks he is too familiar. The cowboy must saddle the bronk in the chutes. Watch the chutes! Many a thrilling struggle begins there. With only a one-rein halter, called a hackamore, to govern the horse with, the cowboy essays his ride. He must tickle the horse with spurs which are covered with tape to prevent injury to the animal. The rider must keep his legs moving and still maintain a firm seat showing no daylight. If he is bucked off, if one of his feet slips from a stirrup, or if he seizes the saddle or mane to save himself, the rider is disqualified.

A contestant is judged by the ease and skill he displays, taken into consideration with the bronk's actions. If the man rides perfectly while the horse bucks furiously, the score is 100 points. But if the horse's bucking grades only 50 per cent., while the man's riding is perfect, the marking is 75 points. If the horse's bucking is way below average or if it refuses to buck, the rider can demand a re-ride.





COWGIRLS' BRONK RIDING CONTEST

FOR CHAMPIONSHIP OF THE WORLD

Purse £840 Entrance Fee £3

16 Day Monies - First, £20. Second, £12. Third, £8.

For the highest total markings on all mounts:— First, £100 and the World's Championship Title and Trophy. Second, £60. Third, £40.



CONDITIONS

All horses to be ridden from chutes or arena as Management may decide. All riders to use committee saddles. Riders will be allowed two reins and use hobbles. Otherwise same rules as Cowboy Bronk Riding will apply.

Absolutely no re-rides unless horse falls before any disqualification.

AND HERE THEY ARE



LUCYLE ROBERTS
OF
ANTLERS, OKLAHOMA



REINE SHELTON
OF
SAN ANTONIO



ALICE GREENOUGH
OF
RED LODGE, MONTANA



MAXINE HENLEY
OF
HOLLYWOOD, CAL.



IVA DELL JACOBS
OF
MERRIMAN, NEBRASKA



GENE KREIG CREED
OF
RYE, COLORADO

Ride 'em Cowgirl!

COWBOYS' BAREBACK BRONK RIDING CONTEST

For Championship of the World

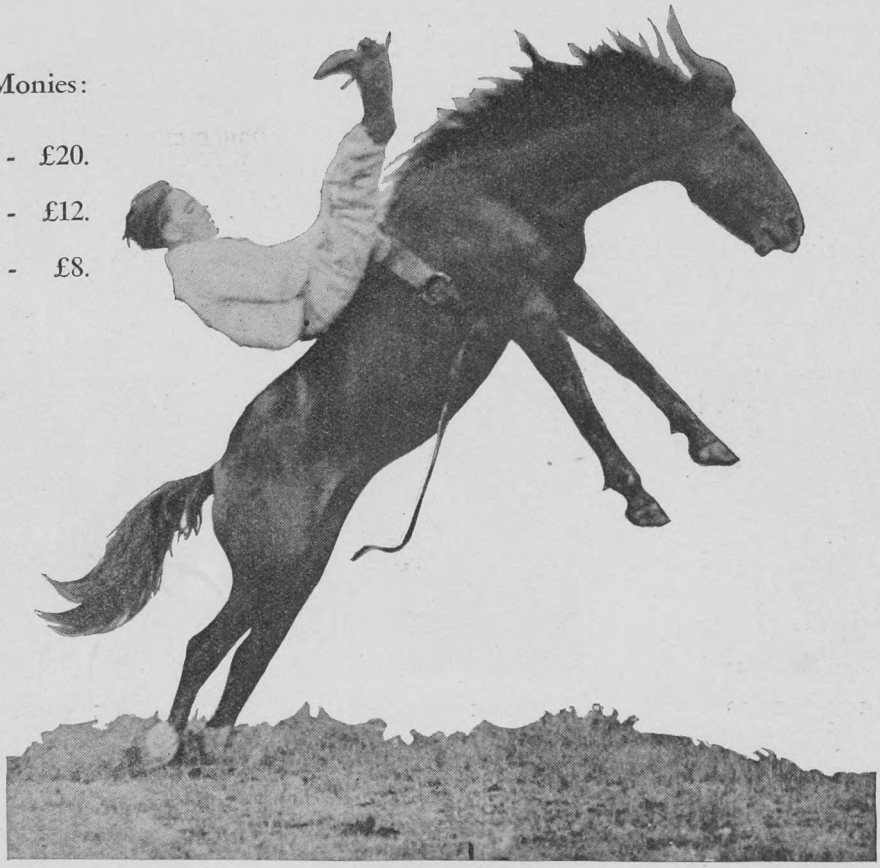
Purse - - - £640. Entrance Fee - £2.

16 Day Monies:

First - - £20.

Second - £12.

Third - - £8.



RULES

Any rider turning down horse, or refusing to ride when called upon, shall be disqualified from this and all other events in which he is entered.

Horse to be surcingled in chute. Rider to ride with one hand and the other hand in the air, and must move feet forward and back until sound of whistle. Surcingles will be furnished by the management. Rider must be ready to ride in his turn or be disqualified. Ride is completed at the sound of the gong. Eight seconds required to complete ride.





FANCY ROPING CONTEST
For Championship of the World



Purse £600

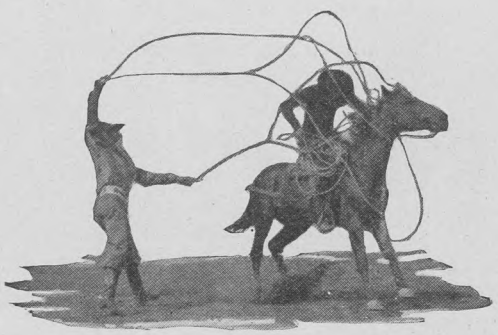
Entry fee £2

FIRST, £200 and the World's Championship Title and Trophy
SECOND, £160. THIRD, £120. FOURTH, £80. FIFTH, £40

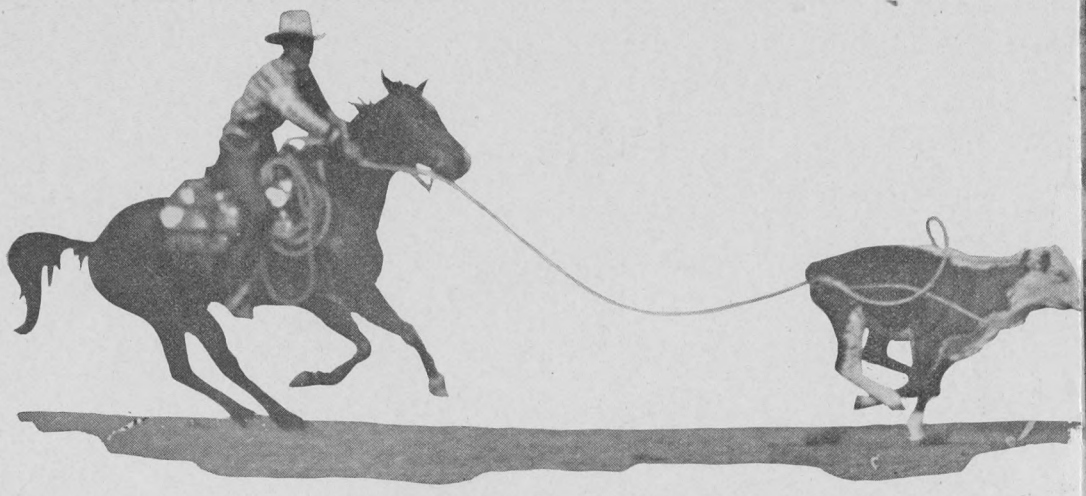
Entries must be of proven ability and acceptable to management.

RULES

All contestants to work at each performance and be prepared to exhibit their skill on the call of the arena director at any time. Judgment in this event will be rendered on the greatest variety of tricks, ease, gracefulness and general skill displayed both on foot and horseback. It is not necessary for the roper to call his catch in advance, although his doing so and making them will receive due consideration.



BREAKAWAY ROPING CONTEST
For Championship of the World



Purse - £1,800 **Entry Fee - £5**

16 Day Monies:

First, £30. Second, £20. Third, £15. Fourth, £10. Fifth, £5.

For the Lowest Total Time on all Cattle:

FIRST, £200 and the World's Championship Title and Trophy

Second, £160 - Third, £100 - Fourth, £60

This event is based on the cowboy's skill and dexterity in lassoing cattle for branding in the cattle round-up period, but in no instance is the animal to be thrown.

The cattle used will be numbered and drawn for—no roper to be allowed to have the same animal twice.

There shall be three timekeepers, a starter, a foul line judge and a field judge. All cattle to be penned and any objectionable animals cut out before final drawing.

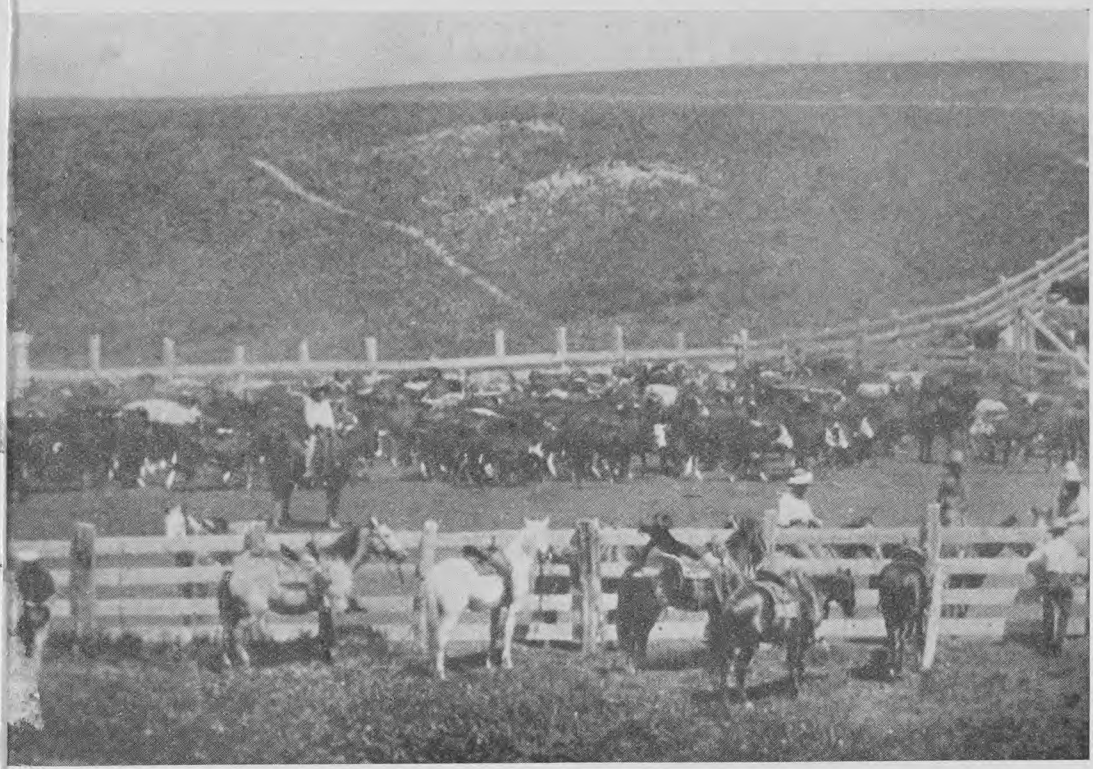
Animal will be given a 30ft. dead line start and when he crosses dead line he is roper's animal regardless of what happens.

A ten second fine will be added fo roper's horse being over the foul lin when starter's flag drops.

Each roper's rope must be tied to t saddle horn with a thread that will bre without stopping animal.

When starter's flag drops roper mu catch animal, making head, half heac neck or horns catch, and turn off or sto his horse, thereby breaking the threac Time will be taken from the time starter' flag drops until field judge's flag dro upon breaking of thread at roper's sad horn. Ten seconds fine will be added i roper picks up a foot in loop.

Should roper throw animal in any manner he shall be disqualified.



The pictures on this page are of life of the old West. The lower photograph depicts cowboy life at twilight in the pioneer days. The above picture is a more recent one and shows some of the stock which are being used in the Tex Austin World Championship Rodeo in London.

Semi-annual round-ups are still being held in Canada and the United States. They are held much like they were in the pioneer days. However, the long trail drives have been discontinued with the advent of modern transportation facilities.

With the improvement of herds the old longhorn steers are being replaced by thoroughbreds. But the ranch life with all of its angles that are appealing to the cowboy goes on.



Evening in the West

COWBOYS'
TRICK AND FANCY RIDING CONTEST
For Championship of the World

Purse - £600 **Entry Fee - £2**

Entries must be of proven ability and acceptable to the Management.

First, £240 and the World's Championship Title and Trophy.
Second, £160. Third, £120. Fourth, £80.

CONDITIONS :

All contestants to work at each performance and be prepared to exhibit their skill on call of the arena director at any time. Judgment will be rendered on the way these feats are executed at each performance, ease and grace, general skill, speed of horse and number of straps used to be considered. Due credit will be given to a contestant performing tricks, that in the opinion of the judges, are more difficult than the tricks performed by his competitors.



TOP HANDS ALL OF 'EM

IN the Tex Austin Rodeo, the "top hands"—that is, the best of contestants are offered. They are not affiliated with any "show" or "circus." They come from the broad open prairieland and have acquired their skill and ability as contestants from their actual service required on the ranches of Canada and the United States.

About 125 contestants will show their skill and ability during this Rodeo. A few of their photos are presented, here is a little information about them.



PETE KNIGHT of Calgary, winner of the Prince of Wales's Trophy for being the best Canadian bronk rider for three years at the Calgary Stampede. Three victories were required before the expensive trophy became his permanent property. Since contesting he has won 13 saddles, many trophies and large cash prizes.



EDDIE WOODS of Emmett, Idaho, bronk rider, bareback rider and steer rider, is one of the best of all all-round cowboys known to the Rodeo. He was injured in a Rodeo last Summer and has only contested once since then.



HERMAN LINDER of Cardston, Canada, decided to enter his first Rodeo when he took a load of cattle to Chicago from his father's Canadian ranch. He read about the Tex Austin Rodeo being held there. He knew he had broken bronks "back home." His showing was such that he has since entered a number of Rodeos, winning many awards.

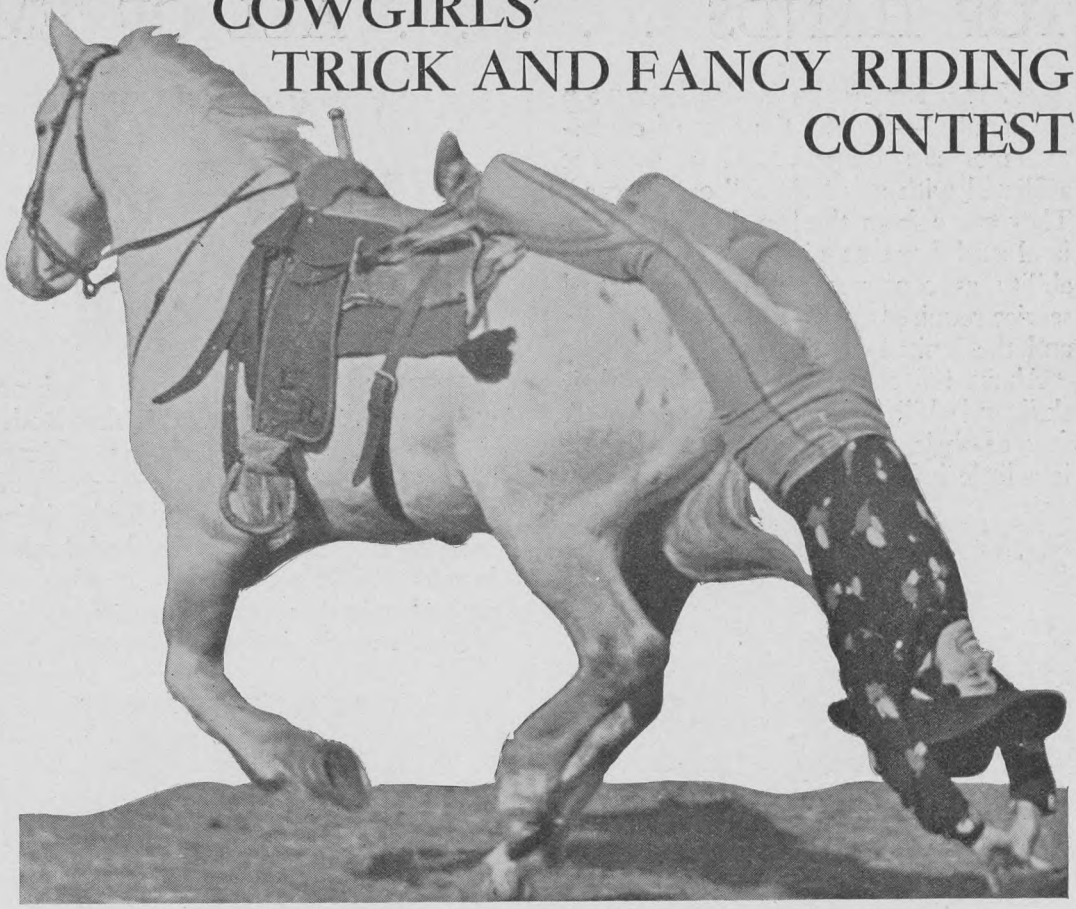


DICK SHELTON of San Antonio, Texas, is one of the tallest and largest of the contestants. He is the world's champion calf roper. He also competes in other events.



RAYMOND LUND of Canada, although young, has won prizes in several Rodeos. He also is known for his steer riding.

COWGIRLS' TRICK AND FANCY RIDING CONTEST



For Championship of the World

Purse £520 - Entry Fee £2

Entries must be of proven ability and acceptable to the Management.

First, £200 and the World's Championship Title and Trophy.

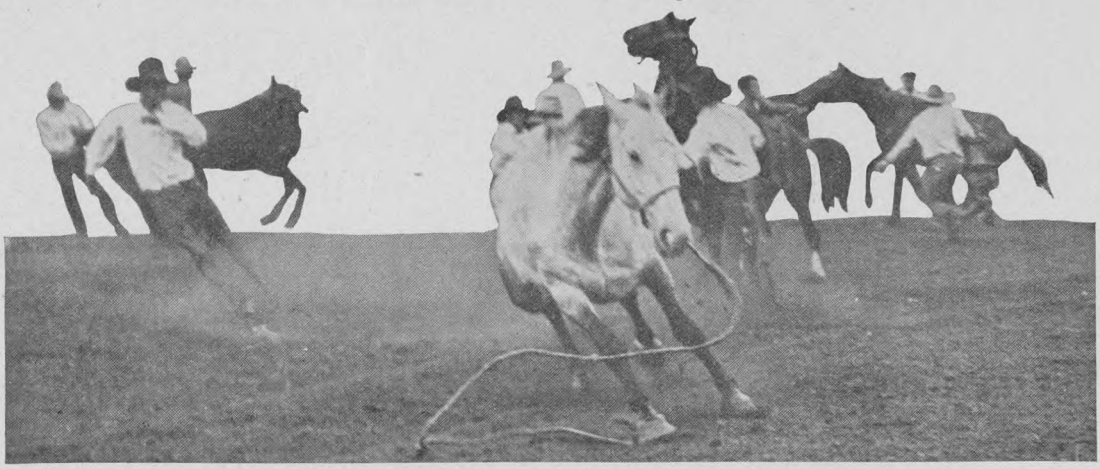
Second, £160. Third, £100. Fourth, £60.



Rules in this event are the same as in the cowboys' fancy riding contest. Knowing their horses means a great deal to the cowgirls who enter this contest, which requires "teamwork" between contestant and horse. A horse that is strange to the cowgirl does not give her the encouragement she would have if she entered the arena with a horse she had trained with a long time.

WILD HORSE RACE

Purse - £640 Entry Fee - £2



32 Day Monies: First, £10. Second, £6. Third, £4.

Only riders to enter. Each team will be composed of the rider and two helpers.

All horses to be drawn for. Horses to be haltered in chute. All saddles on ground at starting line 30 feet from chute, at starting signal horses to be turned out, saddled and mounted. First three to ride across line between two judges at centre of arena win first, second and third respectively.

This contest pictures one of the phases of the cowboy's actual work on the range, probably more accurately than any other Rodeo thrill. It shows just what the cowboys are up against when they have rounded up a bunch of wild ones, and start in to break them to saddle. Some of the best riders in the west are entered.

If you want to top off the day with a real good laugh and some of the liveliest action you'll see in a long time, watch this one. The object is for each entry to saddle and mount his horse and ride him across the finish line in the middle of the arena.

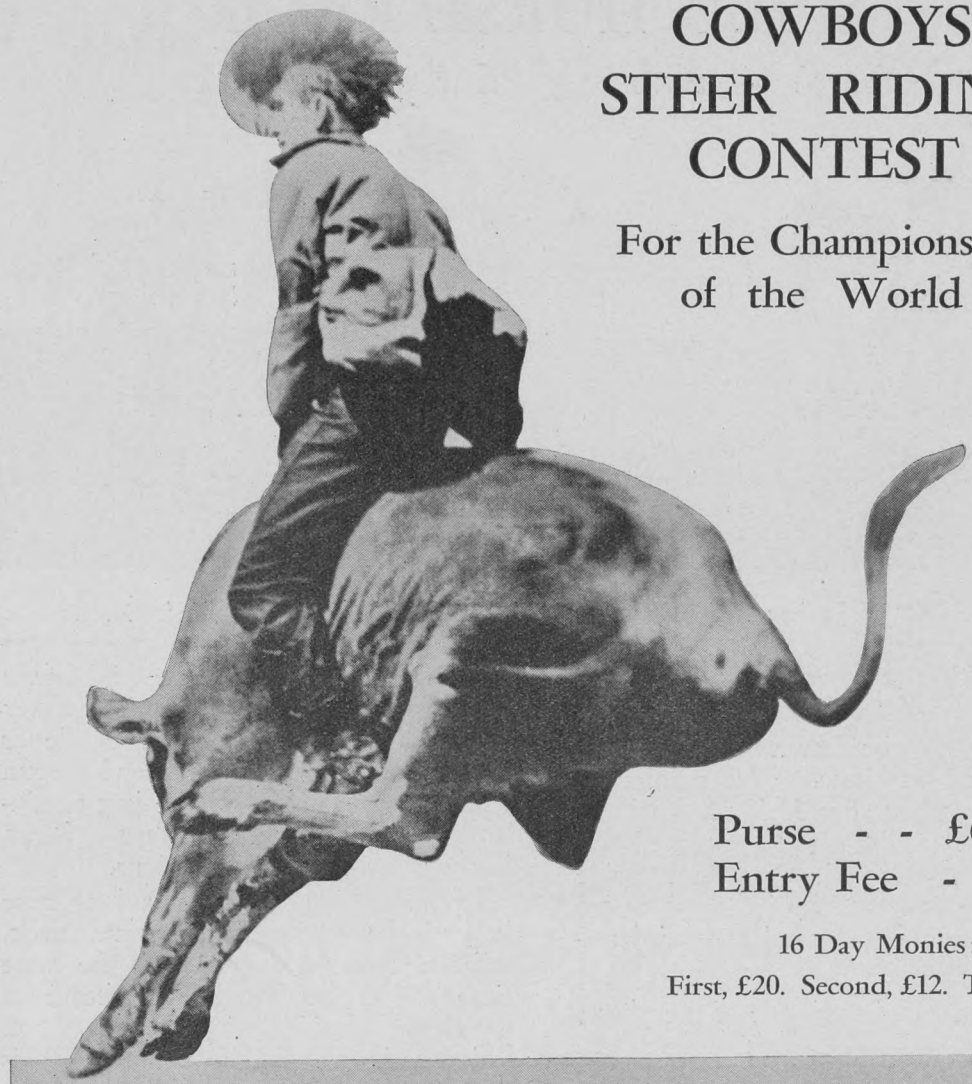
These horses differ from the bronks used in the bucking contest. The buckers are untamed, hopeless outlaws, valueless for range work ; while these wild horses are green from the range and have never learned the feeling of either saddle or bridle. Born on the range, they have run wild with the herd—they're just uneducated. This is where they get a lesson in manners and good behaviour.

Before leaving the chute a long rope halter is thrown around the horse's neck. All the chutes are opened at the same time, and at the dead line, 30 feet from the chute, the rider, with the help of two assistants tries to saddle and mount his four-legged cyclone and ride across the finish line. The first three cowboys crossing the line win first, second and third money, respectively.

It's a great sight ; lots of fun to watch ! There is no telling what the horse will do after the rider is on ; he may run in circles, in the wrong direction ; or he may not run at all, just buck and sunfish. If he does run in a straight line, it may be in the wrong direction. Some of the riders never get abroad, and their horses do some plain and fancy running unhampered by saddle or rider ; or if the cowboy does manage to mount, he may eat gravel.

COWBOYS' STEER RIDING CONTEST

For the Championship of the World



Purse - - £640
Entry Fee - £2

16 Day Monies:
First, £20. Second, £12. Third, £8



Any rider turning down steer, or refusing to ride when called upon, or wrestling or struggling with steer, shall be disqualified from this and all other events in which he is entered.

This is a one-hand contest. Riders must ride with one hand on rope and other hand in the air. Riding to be done with loose rope. No freak hand-holds, no knots nor hitches will be permitted which would prevent rope from dropping off steer after rider leaves steer. Each steer must have bell. No bell—no marking. Eight seconds required to complete ride.

GOING OFF WITHOUT NOTICE!



A steer's body offers a poor seat for a rider. Irregularities of contour give the contestant little help in his attempt to stay with the animal. This picture was taken three seconds after the ride began.

COWBOY DICTIONARY

BICYCLING—The act of scratching with first one foot and then the other in the manner of riding a bicycle.

BLOWING A STIRRUP—Losing a stirrup, which disqualifies rider.

BRONC—Mexican word for "mean," shortened to "bronk," in cowboy parlance; a vicious, unbroken horse.

BRONK-BUSTER—Cowboy who "breaks" bronks.

BROOMTAIL—Wild mares.

BUCKAROO—Cowboy.

BUCKING, BUCK-JUMPING, PITCHING—The gyrations of a bronk in trying to unseat a rider.

BULL-DOGGER—A steer wrestler.

BULLDOGGING—Often termed steer wrestling; the throwing of a steer by his horns in a Rodeo event, subject to rules of the contest.

CAVY—Saddle horses on a Round-up.

CHAPS—The leather or hair leggings worn by the cowboy to protect his limbs from the thorns or from rain.

CHUCK WAGON—The rangeland cafeteria which follows the round-up and to which the cowboys come for their meals. The chuck wagon is furnished by the rancher and for days during the rounding up of the herds the cow punchers do not return to the ranch headquarters, but take all their meals at the chuck wagon.

COMMUNITY LOOP—A slang expression to convey the idea that the roper threw an extra large loop or noose.

CROW-HOPS—A term contemptuously applied to mild bucking motions.

DOG-FALL—Putting a steer down with its feet under him. The throw is not complete until steer is flat on side with all four feet out.

DOGIE—Weakling calf.

EATING GRAVEL—Being thrown from a bucking bronk or wild steer.

FOUR FOOTING—Catching an animal by the feet with a rope in order to throw same for handling.

GRABBIN' THE APPLE—When a bronk rider grabs the horn of a saddle to keep from being thrown.

GYPPING—Deceiving.

HAZER—Bull-dogger's assistant. After bull-dogger has leaped from pony to steer, the hazer, mounted, picks up former's mount and also protects him from being gored when he releases steer.

HIGH ROLLER—Horse that leaps high when bucking.

HOBBLED STIRRUPS—Stirrups that are tied down under the horse's belly.

HOOLIHANING—The act of leaping forward and alighting on the horns of a steer in bull-dogging in a manner to knock the steer down without having to resort to twisting the animal down with a wrestling hold. Hoolihaning is barred at practically all recognised contests.

JUGHEAD—Foolish horse.

LOSING A STIRRUP—Pulling the foot out of a stirrup while keeping the feet moving in a kicking motion in compliance with contest bronk riding rules. Losing a stirrup disqualifies the rider.

MAIL ORDER COWBOY—A tenderfoot in custom-made cowboy regalia and devoid of range experience.

MAN-KILLER—A wild horse with homicidal mania, that strikes at mounted or unmounted men.

MAVERICK—An unbranded stray; a term well known in the lands of ranches and cattle branding.

NOSE BAG—A canvas receptacle for holding horse feed and which is strapped to the horse's head at feed time, much in the fashion of a halter and from which the horse may eat grain when far away from the feed barn.

PULLING LEATHER—Holding on to the saddle with the hands while riding a bucking animal, prohibited by the rules of all contests and scorned by all real cowboys.

RODEO—Pronounced Ro-day-o, with emphasis on second syllable ; Mexican word for " Round-Up," or gathering of cattle on open ranges. At round-ups, cowboy contests originated.

SCRATCHING—The act of keeping the feet moving in a kicking motion in riding bucking animals, and one of the acts necessary to win at any real contest.

SCREWING DOWN—The act of sinking the spurs into the girth while riding a bucking horse and failing to move the feet in a kicking motion as provided in the rules.

SOUGAN—A part of the equipment of the cowboy's bed and is similar to the ordinary quilt or comforter.

SUN-FISHER—A bucker that twists his body in the air so that sunlight hits his belly.

TENDERFOOT—That's what you are if you did not know the meaning of these words.

WALKING-BEAMING — A see-saw motion affected by ingenious buckers, wherein they land alternately on front and hind feet.

WRANGLING—Rounding up, saddling and riding range horses.



BUYING A CAR

Jongaroen



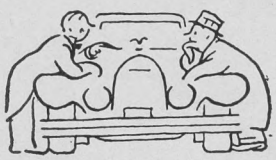
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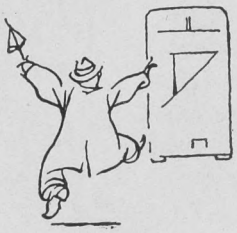
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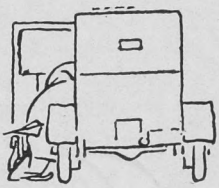
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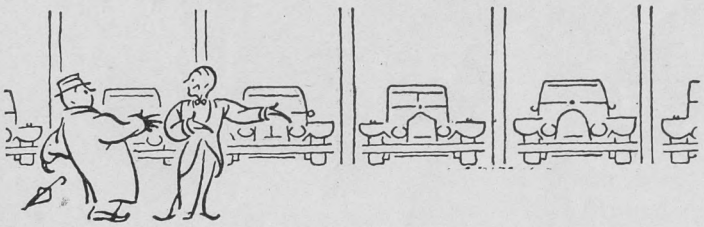
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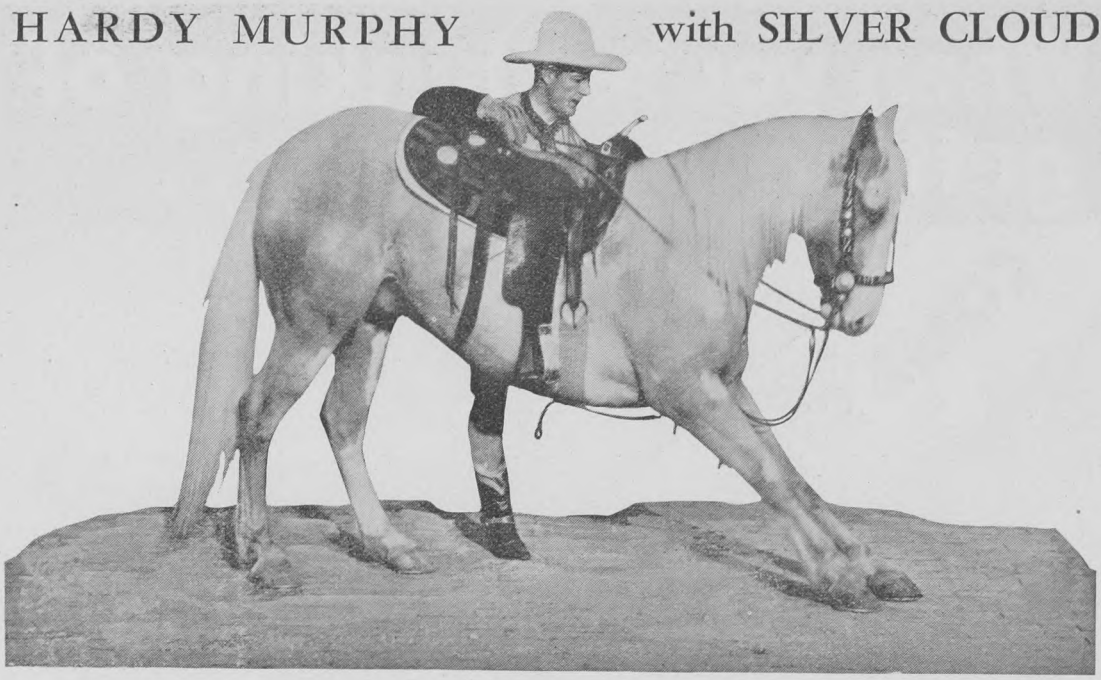
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HARDY MURPHY with SILVER CLOUD



As a special feature of this Rodeo, Silver Cloud is presented by his owner and trainer, Hardy Murphy of Ardmore, Oklahoma, U.S.A.

This is an event placed on the programme to make it more diversified and to entertain the audiences between the regular Rodeo events.

Silver Cloud's training began when he was merely a colt.

"Every day I would take the horse away from his mother and have a good romp with him," said Murphy in referring to his pet. "The first thing I taught him to do was to lie down beside me. It needed little training. He was a good scholar.

We became real pals."

Among the tricks Silver Cloud has been taught to do are:—

Depicting the "End of the Trail," which has a warm place in the hearts of all true animal lovers.

Showing what his master calls "The Fatal Prairie Dog Hole." On ranches prairie dogs dig their holes which often a horse steps in. Usually this means a broken leg—and a broken leg calls for the killing of the horse to prevent suffering. In his offering of this scene, Murphy will pretend that Silver Cloud has stepped into a Prairie Dog Hole. Then comes the parting. But every time Murphy draws his pistol to put an end to the animal's suffering, Silver Cloud will raise his head as if appealing to his master to spare him.

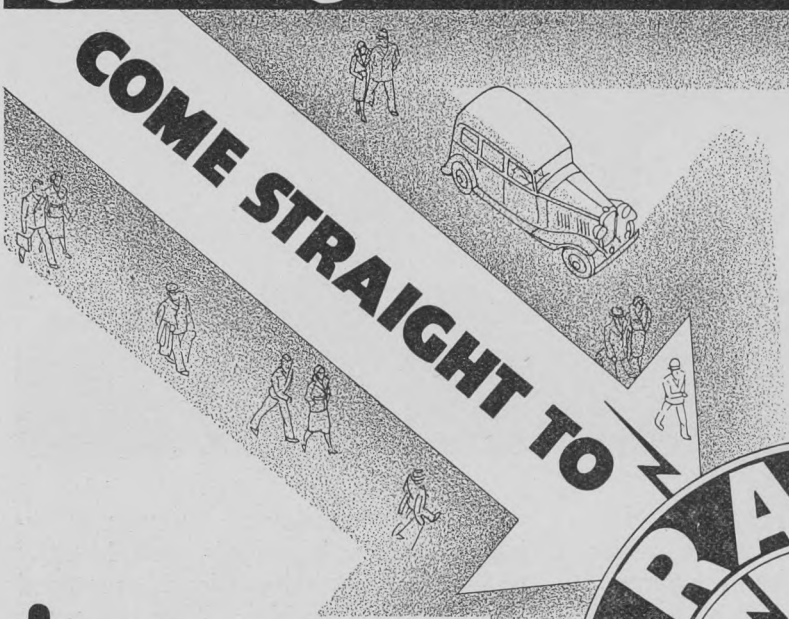
Silver Cloud is what might be called a one-man horse. He will not obey the commands of any other person.

Murphy has trained several horses but it is doubtful if any horse has ever been trained better than Silver Cloud.

Schooling of the posing horse has been kept up and now Silver Cloud knows many tricks which are not offered at any performance. The audience is requested to notice how few commands Murphy gives to the horse and how quickly Silver Cloud responds.

On the boat which brought the contestants to London, Murphy was continually wondering about the horse which was on another boat. He even wirelessed the other boat to be sure that Silver Cloud was being treated well.

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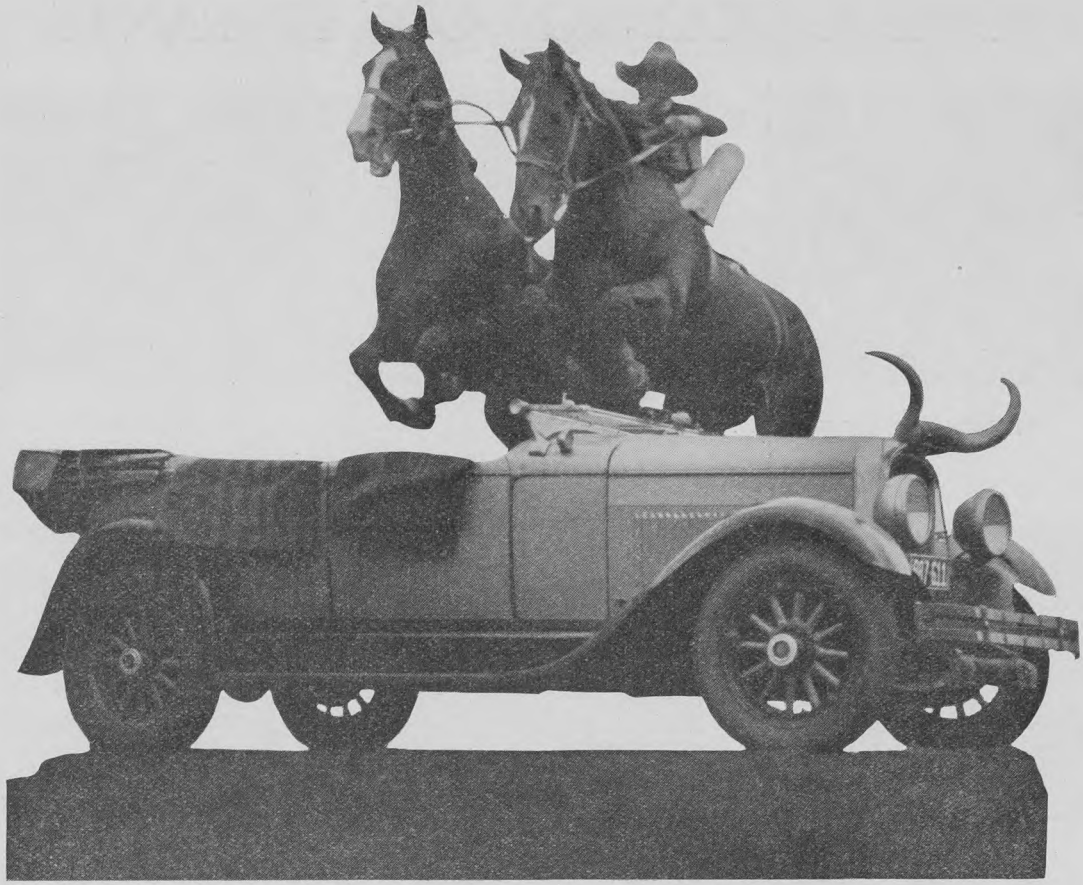
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SPECIAL DISPLAY OF JUMPING

One of the daring entertainments which is being seen at each programme at the Tex Austin World Championship Rodeo is the jumping horse act offered by Ted Elder. As a special attraction, Elder sends his two favourite jumpers broadside over a motor car. As the horses make the jump Elder stands with a foot on each animal. The leap is made with the horses going at full speed.

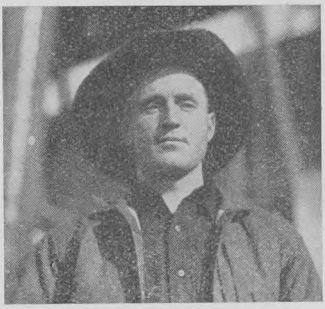
Elder also is competing in this Rodeo as a trick rider, using a horse other than his jumpers. For several years he has been winning championships or placing second or third in many Rodeos. Since a youth he has engaged in trick riding.



SOME CANADIAN CONTESTANTS



STANLEY SCARLET



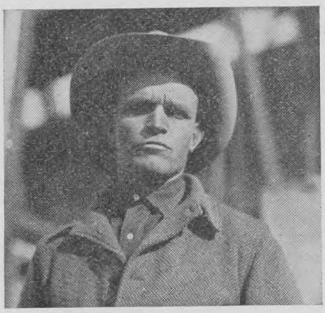
NORMAN EDGE



PAT BURTON



CECIL LOCKTON



C. M. LUND



JACKIE STREETER



FRANK McDONALD



W. BASCOM

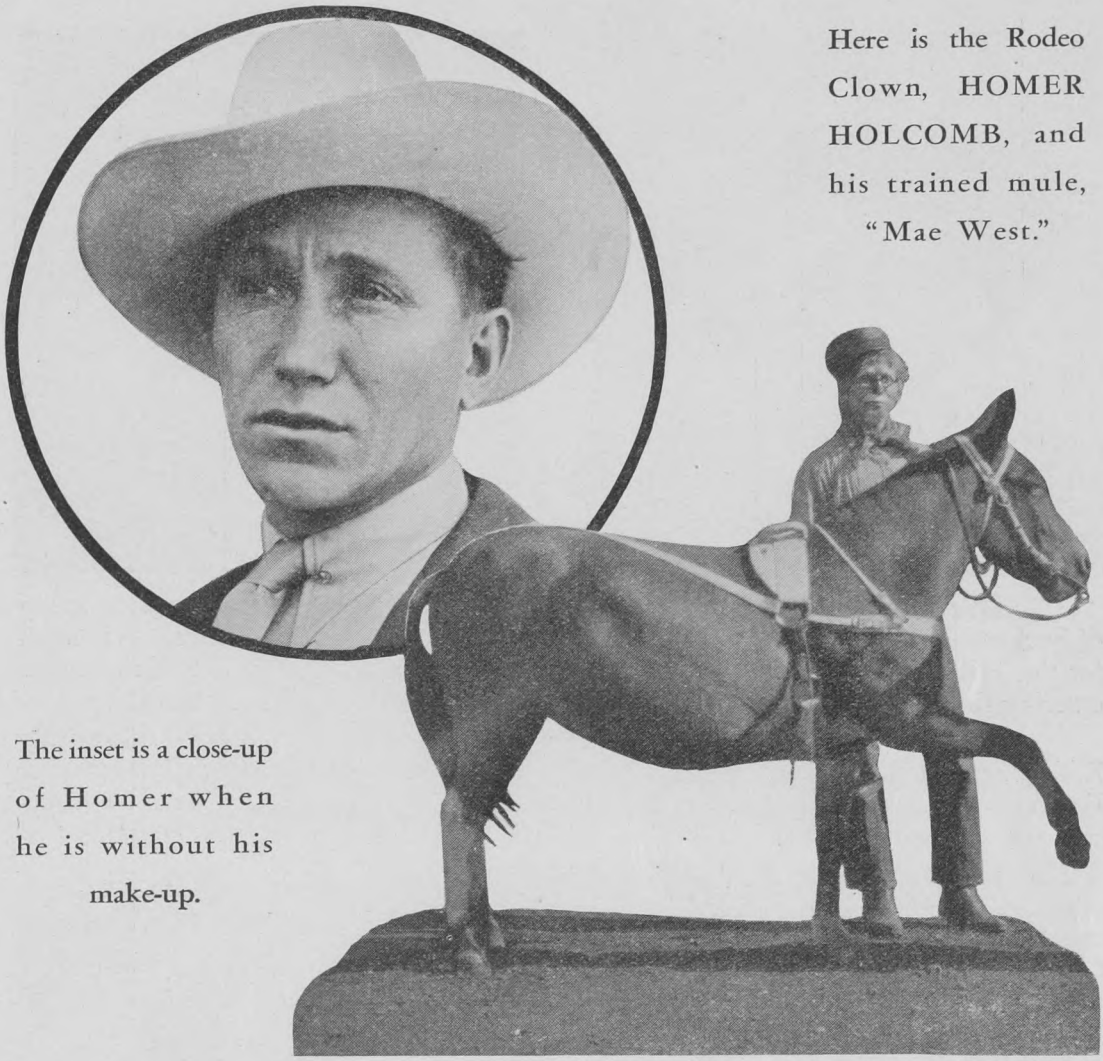


GEORGE McINTOSH

Numerous Canadians are among the contestants who are competing in the Tex Austin World Championship Rodeo at White City Stadium. The photographs of some of them appear on this page.

The Canadians came from many ranches of their country. They have competed in numerous Rodeos of Canada and some have contested in the United States. They specialize in bronk riding and steer riding. There are also several expert ropers in the list of Canadians.

CLOWNING THE RODEO



Here is the Rodeo Clown, HOMER HOLCOMB, and his trained mule, "Mae West."

The inset is a close-up of Homer when he is without his make-up.

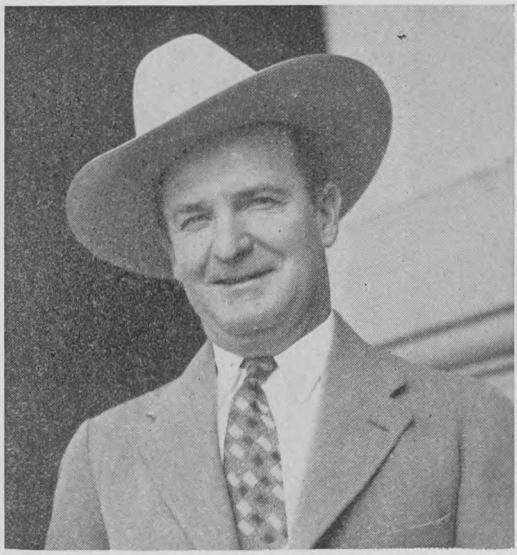
Clowning for the Tex Austin World Championship Rodeo at White City Stadium is Homer Holcomb of American Falls, Idaho, and his trained mule, "Mae West." Homer says that "Mae" is the best educated mule known to the world. Presentation of the clown is only a special feature and in no way is connected with the Championship Rodeo events.

For several years Holcomb has been clown for several of the largest Rodeos of the World. He served in like capacity at the last Rodeo Tex Austin held in Chicago and his services there attracted such wide attention that other Rodeos engaged him.

"Mae" is said to be the only mule that has ever taken aeroplane rides. Several times Holcomb has used planes to transport her to the cities where Rodeos were to be held. Thousands of people each time were present to see the landing. Reg Robbins, once holder of the world's endurance flight record, piloted the plane that carried the mule. Holcomb formerly was a contestant and still is a good steer and bronk rider.

Owners of the World's Finest Buckers

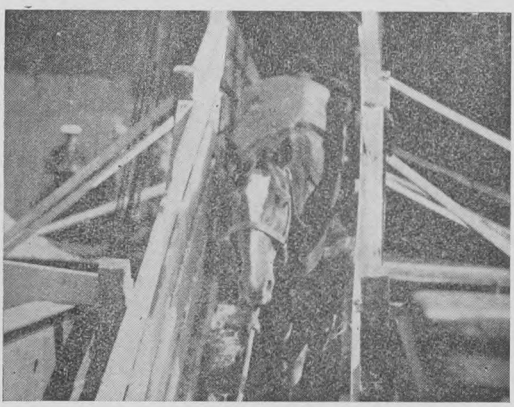




Eddie McCarty (left) and Verne Elliott, owners of the largest and greatest string of bucking horses known to the world, who brought their " outlaw " animals to London for the Tex Austin World Championship Rodeo. Lower, left, shows one of the horses entering the boat at Montreal. On the right is one of the buckers in action.

At the time when Tex Austin was beginning plans for his World Championship Rodeo, he started out to obtain the best of bucking horses for the ocean trip to London. For years he has been familiar with the best, but to be certain he made personal investigation and sent scouts into the field in quest of the world's greatest bucking animals.

The result was that in the United States he obtained the noted string owned by Verne Elliott and Eddie McCarty. These men for several years have furnished horses for leading Rodeos, including those held at Pendleton, Oregon ; Cheyenne, Wyoming ; Denver, Colorado ; and Fort Worth, Texas. In past years their string also has been presented by Tex Austin at his Rodeos.





TEX AUSTIN



Tex Austin who is responsible for the Rodeo's invasion of large cities of the United States and England is a genuine product of the West. He knows horses . . . knows cattle . . . he has been brought up with them.

Born and reared on a ranch in West Texas, he at one time punched cattle for Don Luis Terrazas, the Mexican cattle king. After being a cowpuncher and Rodeo contestant he became a rancher in New Mexico. He mixed ranching with his Rodeo activities, both as a business and pleasure to him, and as a pleasure to thousands of persons.

The twelve largest Rodeos ever held were produced by Tex Austin who has brought to England its second Rodeo. For several years he has held Rodeo contests for the championship of the world and has offered the largest cash prizes paid each year in Western sports contests.

Ten years ago he staged the international championship Rodeo in London under the auspices of the British Government. More people than had ever before paid to see any performance or contest of like character, during a 16-day period, went through the gates to see the Rodeo during its 16-day stand.

Returning to the United States, Tex Austin was affiliated with the Chicago Association of Commerce for five years as a Rodeo producer. Three of his Rodeos there cost more than £62,500 each. All were credited with success.

Now he is in London with his second Rodeo. And again the prize money will be the largest ever paid.



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